

Informational Letter 0011-2006
Limited Use Banner Sign
Effective December 3, 2006

The City of Houston City Council passed Ordinance # 2006-1001 which impacts the use of some banners.

“Limited Use Banner. In addition to the on-premise signs authorized under Section 4611(b)(1) of this chapter, a permit may be issued in accordance with Section 4650 hereof and in accordance with this subsection for an on-premise, limited use banner sign. Each such sign must otherwise comply with the requirements of this chapter for on-premise banner signs, provided rope or other such lightweight support material may not be used in the construction on the sign, the sign may not exceed 40 square feet in size, and the sign must at all times be securely attached and maintained flush against an exterior wall of a building. Only one such sign may be used on any premises at anytime, and such sign may only be displayed on consecutive days, for a maximum of seven days in any 30 day period. Each such display period shall require the issuance of a separate permit and the payment of appropriate site inspection, plan exam, construction permit, and administrative fees as set forth in Section 117 of this Code.”

I. Summary

1. Each business premise will be allowed to display one (1) limited use banner.
2. May not exceed 40 square feet.
3. May be displayed for 7 days in any one 30 day period.
4. Must be flush mounted against an exterior wall and securely attached. May not use wire, rope or similar support to secure. The banner may not wave or flap in the wind.
5. The limited use banner does not count toward the overall sign count.
6. A separate permit is required each 7 day cycle. You will need to permit each month.

II. Applicant/Business Guidelines:

1. Complete the Limited Use Banner Application.
2. An individual may apply for the permit if the overall height of the banner does not exceed 16 feet in overall height.
3. A licensed sign contractor may also apply for and install the banner.
4. If the applicant uses a non-licensed sign company to fabricate the banner sign, applicant will have to install the banner sign if it meets the criteria as outlined in # 2 above or obtain the services of a licensed sign company to install. Section 4606(a) states: “Any person wishing to engage in leasing or erecting signs for any other person first shall obtain a license from the Sign Administrator to do so.”
5. Applicant to submit drawing or photo of the banner along with dimensions (size) and method of how it is being secured to the building wall.

6. Applicant to provide a sketch or plot plan, indicating the location where the banner is to be placed.
7. While waiting, Sign Administration staff will assign a permit/project number and provide applicant with a copy of the permit. This permit is eligible for the One Stop Program.
8. Permit cost: Section 117 of the I.B.C. will be \$160.00. If the banner was installed without first having secured the permit, an investigative fee in the amount of \$55.00 will be assessed in addition to the \$160.00.
9. The banner shall be removed by close of business or at midnight of the 7th day. Failure to remove shall result in a citation being issued.
10. If the applicant has any questions, please speak with one of our Plan Checkers at 713-218-5801.